

1928
Special list of seeds
THERE IS NO TIME TO LOSE.....

IN the warmer parts of the country August is the best month in the year to sow practically all Annuals and Vegetables. In the colder districts September is the best month. It is, therefore, advisable to order your seeds at once so as to be all ready to sow on the first favourable occasion.

It is quite a simple matter to germinate seeds in cool weather and to grow them on into strong sturdy plants. This applies in a marked degree to such things as Poppies, Larkspur, Mignonette, etc., which are difficult to transplant and should therefore be sown where intended to bloom. To wait until the weather gets hotter is to look for trouble. When the sun gets stronger seeds require much more attention in shading and watering to prevent the surface drying out and still more so to prevent the seedlings becoming stalky and weak. There is therefore nothing to lose and everything to gain by early sowing.

You cannot afford to run a trial ground — we can.

We spend hundreds of pounds every year on our Trials Ground. Why not profit from the result of our experience. We spend the money to keep in touch with the latest developments, so as to find the newest and finest of everything and the varieties best suited to our fiercely hot climate, which are very different to the varieties suited to European conditions.

We buy the very best of everything regardless of price from the various leading Specialists all over the Globe, and with the knowledge gained at our Trials Ground, it is pretty obvious that neither you nor anyone else can hope to buy anything better. A further proof of this is the way flowers grown from our seeds win Prizes at Flower Shows all over South Africa, as is well known to all keen Horticulturists and Exhibitors.

We invite you to give our seeds a trial, however small.

The following are a few new and outstanding seeds which we have found and proved at our Trials Ground:—

Madeleine's "Gold Medal" Zinnia.
Madeleine's Royal Bouquet (erect growing) **Verbena.**
Madeleine's "Gold Medal" Ranunculus.
Madeleine's "Marvel" Poppy.
Madeleine's "Gold Medal" Marigold.

Other outstanding seeds are **Madeleine's Matchless Aster**, mixed or in separate colours; **Madeleine's Matchless Antirrhinum**, mixed or in separate colours; **Madeleine's Matchless Larkspur**; **Madeleine's Matchless Carnation**; **Madeleine's Matchless Amaryllis Hybrids** and a host of others.

The following Annuals are all suitable for spring sowing:—

Ageratum, Alonsoa, Alyssum, Amaryllis, Anchusa, Anemone, Antirrhinum, Arctotis, Asters, Blue Lace Flower, Brachycome, Calliopsis, Celosia, Centaurea, Single Japanese Chrysanthemum, Clarkia, Cockscomb, Coleus (try these in the open in summer), **Convolvulus, Cosmos, single and double; Dianthus; Eschscholtzia; Gaillardia; Godetia; Gypsophila; Larkspur; Linaria; Lobelia; Lupins; Marigold; Mignonette; Nasturtium; Nemesis; Nigella; Petunia** (treat this as an annual); **Phlox Drummondii; Poppy; Portulaca; Salpiglossis; Salvia; Scabious; Statice; Sunflowers; Sweet Sultan and Zinnia.**

Also the following Vegetables:—

Artichoke; Asparagus; Beans of all sorts (try **Madeleine's Stringless French Beans**); **Beet; Carrot; Celery; Cucumber; Egg Plant; Kohl Rabi; Leek; Lettuce** (try **Madeleine's Matchless Butter Heart Lettuce**); **Sweet Melon; Water Melon; Onions; Culinary Peas** (try **Madeleine's Marvel Pea**); **Parsley; Peppers; Pumpkins; Radish; Rhubarb; Spinach; Squash; Tomato** (try **Madeleine's Matchless Perfection Tomato**); **Vegetable Marrow.**

When ordering seeds please refer to our Catalogue for 1926-1927, which is still current, for particulars of varieties and prices.

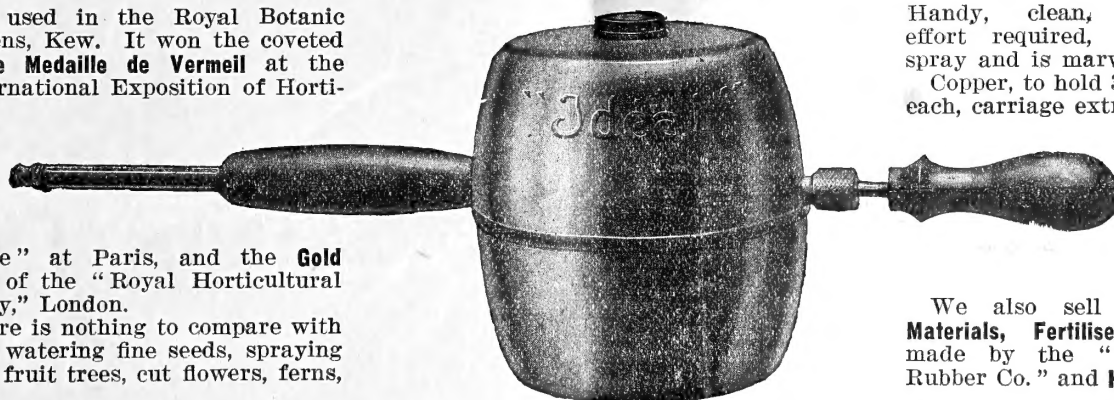
GOING! GOING!! GONE!!!

We are rapidly selling out our stocks of perennial plants and are already sold out of **Gypsophila Paniculata, Hollyhocks, Japanese Iris, Statice Latifolia and Violets.** As the weather is extraordinarily favourable for planting **Delphinium** and other perennial plants, we would urge you to order your requirements without delay, so as to make sure of getting what you require. We especially recommend **Madeleine's "Gold Medal" Delphinium Hybrids**, which are almost unbelievably magnificent and will be the most remarkably beautiful flower in your garden whatever plants you may have. For cut flower **Madeleine's Belladonna Delphinium** is invaluable. Other real good things are **Geum, Lady Stratheden; Pentstemon Botanica; Thalictrum Dipterocarpum; Campanula Wahlenbergia; Campanula Pyramidalis Compacta; Iris; Pyrethrum Roseum.**

As used in the Royal Botanic Gardens, Kew. It won the coveted **Grande Medaille de Vermeil** at the "International Exposition of Horti-

culture" at Paris, and the **Gold Medal** of the "Royal Horticultural Society," London.

There is nothing to compare with it for watering fine seeds, spraying roses, fruit trees, cut flowers, ferns, etc.



Handy, clean, absolutely no effort required, uses very little spray and is marvellously effective. Copper, to hold 3½ pints, £2 2s. 0d. each, carriage extra.

We also sell **Garden Spraying Materials, Fertilisers, Garden Hose** made by the "Dunlop Tyre & Rubber Co." and **Hose Fittings.**

"IDEAL" GARDEN SPRAY.

Madeleine's Floral Farms

Specialists in Sub-Tropical Seeds

**Madeleine Buildings, 57 Pritchard Street
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Mail Order Dept., P.O. Box 1141, Johannesburg

